



VALERIAOLMOS visual & experience designer

📞 210.364.2913

✉️ valeriaolmos09@gmail.com

🌐 www.valeriaolmos.com

🌐 www.linkedin.com/in/valeriaolmos

📷 @v.olmosdesigns

ABOUT ME

I am a bilingual (English and Spanish) designer dedicated to creating memorable, visual and engaging experiences for audiences. I am able to understand the needs and desires of the target audience and design experiences that connect with them on a deeper level.

EDUCATION

University of Texas at Austin
MA Advertising
Texas Immersive Institute
2023

Bachelor of Fine Arts, Design
Minor in Business Foundations
McCombs School of Business
2021

SKILLS

Adobe CC	Branding
(3D Dimension,	Audience Research
InDesign,	World-Building
Illustrator and	Experience Design
Photoshop)	Motion Graphics
Microsoft Suite	Event Production
Figma	ADV Campaigns
Product Design	Sketch / Illustration

ACCOMPLISHMENTS

- Invited to participate in the **2022 Infinity Fest in Hollywood, CA** - a conference where immersive experience professionals gather, network and explore emerging technologies.
- Launched and designed **YouTube Shorts Virtual Creator House**, a YouTube Virtual World that connects creators from all over the world.
- Designed visuals and trailer wrap for **2022 Dell Technologies Tour, which has travelled across 47 states across the U.S. and Canada**
- Designed initial brand content for **Kendra Scott Women's Entrepreneurial Leadership Institute**, participated as an Ambassador to promote the launching of the Institute
- Formed part of the production team for the *2020 College of Fine Arts Creative Summit: How to Make a Living as a Creative in a Post-Pandemic World, which had 500 registrants and 2K views so far (and rising!)*
- Worked on collaboration for **AIGA Eye on Design** newest issue that takes form of a Zine, **sold out in under an hour!**

WORK EXPERIENCE

In Between Immersive Experience

December 2022 - Present

Lead Production and Set Designer

- Design the set and visual experience of In-Between, an immersive experience in which the user goes through a transitional moment of the last 6 minutes of consciousness before they die. It is a space of mysticism, transformation, reflection and beauty.
- Work with a budget to lead the production team and fabricate the set decor and artifacts.
- Involved in building the story, characters, world, and activations throughout.

Double A Labs

February 2021 - Present

Lead Visual Designer

- Design and creative direct branded 3D immersive spaces for company's virtual world product "Double A" as well as clients' worlds.
- Create all visuals necessary for clients' events. These include directional signage, artwork, marketing materials, souvenirs, trailer wraps, and other brand activations.
- Assist company with strategic branding efforts across various mediums (pitch decks, sales materials, website design, social media content, etc).
- Source beautiful imagery to amplify campaign ideas and pitches we present to clients.
- Work with noticeable clients such as DELL, YouTube, Alienware, among others.

UT Center of Creative Entrepreneurship

August 2019 - 2021

Visual Designer and Event Producer

- Design visuals, illustrations, and promotional materials for Kendra Scott's Women Entrepreneurship and Leadership Institute
- Design and all physical, web, social, and email creative assets and promotional materials in a visually compelling and effective manner
- Collaborate with strategic marketing, planning, and promotion of all CCE events.

Walt Disney World® Resort

January 2019 – July 2019

Disney College Program

- Participated in Career Connection classes taught by Disney professionals including Disney Communications, Disney Parks Live Entertainment Design, and Event Operations
- Engaged in Disney backstage tours and gained a thorough understanding of how the magic is made for the general audience
- Received six recognitions for showing Safety, Courtesy, Show, and Efficiency.
- Networked with Disney professionals in different entertainment fields